

Tasnim Hasan

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EDUCATION

Temple University (Klein College of Media & Communication), Philadelphia, PA

Master of Science in Communication for Development & Social Change

Graduation: 2020

Heriot Watt University, Dubai, U.A.E

Bachelor Business Administration (Hons.)

Graduated: 2015

PROFESSIONAL EXPERIENCE

Emerging International Journalist, Global Philadelphia Association

May 2020-Present

- Facilitating interviews with senior leaders from companies and organizations with a global profile in the Philadelphia region
- Assisting with development of editorial calendars and coordinated SDG projects
- Interviewing Philadelphia key players in the region and curated articles based on the interviews
- Attending webinars and events for Global Philadelphia Association and rapporteuring articles such as Duke Energy Conference
- Researching for grants for the organization on a weekly basis based on Sustainable Development Goals categories
- Spearheading World Heritage City Food Blog Project by coordinating with writers and reporters for content management
- Leading Sustainable Development Goals Projects at the organization by setting up meetings with various client partner and maintaining a progress report on each project

Multimedia Communications Intern, Keep Philadelphia Beautiful

May 2020-July 2020

- Creating multimedia content to support the organization's litter, recycling, and waste reduction educational programs
- Shooting & editing educational videos about recycling on Adobe Rush for social media platforms
- Designing & promoting social media content based on environmental conservation on social media platforms thrice a week
- Increasing engagement and followings on social media platforms by 25% by analyzing organization's social media outreach pointers i.e. optimal timeline for posting content, frequency of posting content
- Planning and conducting a panel session with representatives of the Office of Sustainability and Franklin Institute based on COVID-19 and recycling in the city of Philadelphia

Senior Reporter at Templar, Philadelphia, PA

September 2019-May 2020

- Curating & researching articles based on student life at Temple University
- Designing & assisting with Annual Yearbook content ideas such as writing an article for sleepout in Philadelphia
- Interviewing notable individuals on campus for content writing purpose
- Coordinating with section editors about content editing

Supplier Relations Executive at Tejari FZ LLC, Dubai, U.A.E

November 2015-June 2019

- Collaborating with Supplier Engagement department to acquire new accounts for Dubai government tenders in industries such as engineering, pharmaceutical, etc.
- Coordinating with Market Operations Department & ensuring the quality tender submission service to the Dubai government departments and organizations
- Achieved 70% revenue target of \$360,000 for recruiting companies for Dubai Government Projects

- Onboarding suppliers such as Majid Al Futtaim (Carrefour) & Tech Group of Companies for Dubai Government tender projects
- Liaising with team members to set strategies and goals for required monthly revenue targets
- Preparing monthly client acquisitions and progress reports and reporting to Head of Department

PR & Journalism Intern at Yallamotor.com, Dubai, U.A.E

September 2012-October 2012

- Researching about new car owners & conducting interviews via phone & personal visits to collect feedback for content creation of the website
- Composing stimulating & original content by the compiled data provided by the company
- Engaging users into social media channels with interesting conversations to increase member base through promotion & assisted in building a network who like to get engaged into automobiles to encourage participation in the user generated content

Founder/President of Humanitarian Club at Heriot Watt University

September 2012-May 2014

- Founded the Humanitarian Club organization by getting it approved by the Dean of the Dubai Campus
- Planning, organizing and delegating community service events such as The Breast Cancer Awareness Campaign, Fundraising events by collaborating with other student organizations
- Conducting and participating in volunteering at Special Needs Schools to support the cause of Autism
- Organizing and conducting weekly meetings with the students who wanted to be a part of the organization
- Team building activities with student community and brainstorming campaign and events ideas

Section Editor/Content Writer at B-change.me

September 2014-April 2016

- Coordinating with the Editors in Chief about content planning & editing content in the website's "Do Good" section
- Researching notable organizations & individuals in the U.A.E. for interviews and content creation
- Curating articles focused on social entrepreneurship & social initiatives on a weekly basis
- Managing a team of writers for content writing & updating the articles calendar sheet on a weekly basis

Market Research Intern at Bayt.com, Dubai, U.A.E

June 2012-August 2012

- Collecting information from various internet sources & conducted data entry of the collected information
- Researching online & made calls to retrieve accurate information
- Designing tables & graphs on MS Excel & MS Word & crafted short summaries for an easy interpretation of the Consumer Report

COMPUTER SKILLS

Content Management Software (WordPress, Hootsuite), MS Powerpoint, MS Excel, Customer Relationship Management software, Social Media Management, Adobe Creative Suite, Audio Production software (Audacity, Protools), Emerging media technology (Augmented Reality, Virtual Reality)

LEADERSHIP, AWARDS & CERTIFICATIONS

- Founder/President of Humanitarian Club at Heriot Watt University (2012-2014)
- Watt Club Prize Recipient, Heriot Watt University 2014
- French DELF A1 Certification 2018, Alliance Francaise De Dubai

